

**SPECIAL EVENTS SUBCOMMITTEE OF THE  
RENO CITY COUNCIL  
BRIEF OF MINUTES  
December 2, 2013**

The Special Events Subcommittee of the Reno City Council held a meeting at 3:09 p.m. on Monday, December 2, 2013, in the 7<sup>th</sup> Floor Caucus Room in City Hall.

**PRESENT:** Council Members Zadra, Delgado and Jardon.

**ABSENT:** None.

**ALSO PRESENT:** Deputy City Attorney Skau and City Clerk Jones.

COUNCIL MEMBER ZADRA PRESIDED.

2. **Public Comment.**

NO ACTION WAS TAKEN ON THIS ITEM.

3. Approval of the Agenda – December 2, 2013

It was moved by Council Member Jardon, seconded by Council Member Delgado to approve the agenda.

Motion carried.

4. Approval of the Minutes – September 17, 2013

It was moved by Council Member Delgado, seconded by Council Member Jardon to approve the minutes.

Motion carried.

5. Staff Report: Update, discussion and potential direction to staff regarding recommended revisions to the special event sponsorship policy.

Alexis Hill, Special Events Program Manager, presented an overview of the Staff Report, and asked the Subcommittee members to provide staff with guidance regarding the extent to which they would agree to allow the Special Events Sponsorship Committee to determine how much funding would be allocated to the various events.

**AGENDA**  
**ITEM**  
**NO.**

5. Update, discussion and potential direction to staff regarding recommended revisions to the special event sponsorship policy – continued

Discussion ensued regarding the need for event promoters to know approximately how much support they can expect to receive annually. Also discussed was whether any events had experienced dramatic cuts or increases in funding over the past four years (Street Vibrations received less in-kind support because they held the event in Sparks and/or in Reno and Sparks; non-profit and community events received more support); the possibility of assigning percentage ranges to each of the proposed categories; better educating promoters about the type of City support and policies in place to qualify for that support; and the event organization and application processes, including what information is provided to assist new event promoters.

John Murphy, representing *Reno News and Review* and Rollin' on the River, said that they have seen a decrease in sponsorship dollars and vendor revenues from the private sector and have been weaned off City support, and are a not-for-profit venture that over the past four or five years has taken a greater loss in each successive year. Mr. Murphy said that their major expenses were park and application fees and, while they budgeted on the basis that no support from anyone other than sponsors they brought into the event would be received, it would be nice to receive some level of support from the City of Reno.

Cadence Matijevich, Assistant City Manager, and Council Member Zadra discussed the sponsorship policy adopted by the Council in 2005, and the difficulty of funding large events that generate room nights as opposed to small events that do not.

Council Member Jardon stated her support for allowing enough flexibility for the committee to flow with the times and not have to contend with rigid percentages assigned to each category of event.

Discussion ensued regarding the compromise made by the Reno Rodeo to discontinue running cattle under the Reno Arch because of the additional expense it entailed even though it brought additional media attention to the event. Also discussed was the possibility of keeping aside a small contingency fund to support small events that missed the application deadline; the proposed once-a-year Council sponsorship-approval process; timing issues related to allocating the funds and preparing the City's Budget; and details of the proposed point system for evaluating special event sponsorship levels.

**AGENDA**  
**ITEM**  
**NO.**

5. Update, discussion and potential direction to staff regarding recommended revisions to the special event sponsorship policy – continued

It was moved by Council Member Jardon, seconded by Council Member Delgado to direct staff to present to the City Council the recommendations contained within the Staff Report along with the modifications that were suggested with respect to requiring the provision of City of Reno services in order to have the event take place, the change regarding having the event held on City property or requiring the provision of City services, and the financial correction on how the promoter could better utilize the funding.

Motion carried.

6. Staff Report: Update, discussion and potential direction to staff regarding recommended revisions to the Business License, Parks and Recreation and Fire Department Section of the Fee Resolution as it relates to Special Event permit fees.

Council Member Zadra and Creig Skau, Deputy City Attorney, discussed how special event and City service fees are determined.

Cadence Matijevich, Assistant City Manager, and Alexis Hill, Special Events Program Manager, discussed application, business and alcohol license, fire inspection, unlicensed vendor and other fees that are part of doing business with the City of Reno, and in-kind service costs (e.g., street closures and police services) that are associated with special events. They also discussed the difficulties faced by event promoters who must constantly recalculate the number and type of vendors that will be participating in an event, and the requisite permits and fees associated with those changes.

Discussion ensued regarding the process of reviewing site plans and vendor licensing lists to ensure compliance; creating efficiencies that could result in lower fees; how the City of Reno's fees compare with other jurisdictions; and ways of providing additional oversight to protect the citizens from unlicensed, uninsured and disreputable vendors.

It was moved by Council Member Jardon, seconded by Council Member Delgado to direct staff to return with information regarding (1) a comparison with other communities' permit and fee structures, (2) how modifications would affect revenues, and (3) how other cities word and package their end-user information.

Motion carried.

**AGENDA  
ITEM  
NO.**

7. Future Agenda Items - Identification of items for future agendas.

Council Member Jardon requested a discussion and potential direction to staff regarding City service costs (police, fire and public works) and cost recovery.

8. **Public Comment**

NO ACTION WAS TAKEN ON THIS ITEM.

THE MEETING WAS ADJOURNED AT 4:50 P.M.